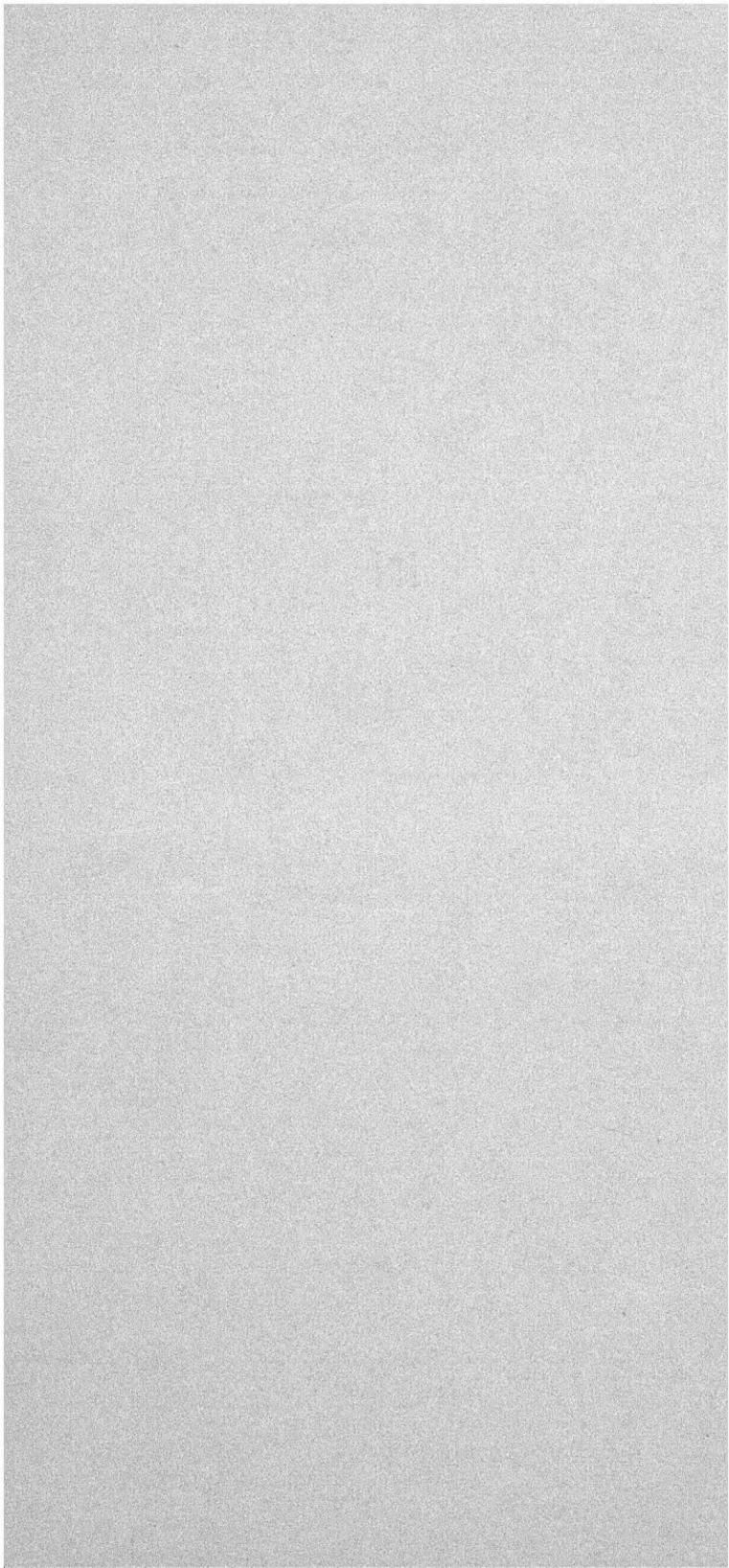


**EDMONTON
BOARD OF TRADE**

**OPPORTUNITIES
IN
EDMONTON**

1920



EDMONTON AND DISTRICT

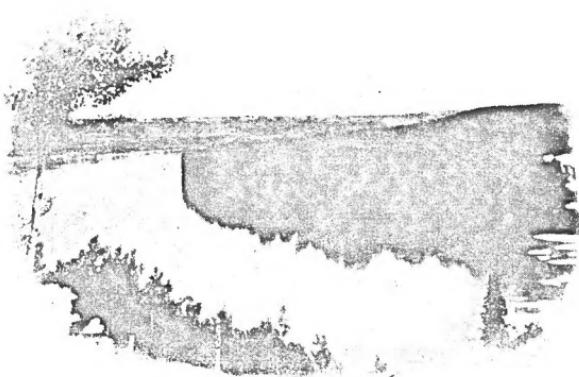
Opportunities in Edmonton and District



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Issued by the
Edmonton Board of Trade
or Chamber of Commerce.
Edmonton, Alberta.

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The Majestic Saskatchewan River at Edmonton



EDMONTON was established as a trading post by the Hudson's Bay Co. in 1795 and was known for many years as "Edmonton House" or "Fort Edmonton." It was the central point of an extensive trading territory, being the seat of a chief factor, and preserved its importance in the Hudson's Bay scheme until the end of that interesting chapter in the history of Western Canada.

In the early sixties of the 19th century Edmonton entered a new era of progress. This was the age of the miner,—attracted by reports of the existence of placer gold on the shores of the river (Saskatchewan) on which the then primitive and struggling town was situated. The next important epoch was that marked by the arrival and establishment as a permanent institution of the Mounted Police.

In 1880-81 with the influx of settlers drawn by the lure of the free homestead and the projected construction of the railway, Edmonton passed from its trading post stage and assumed the status of a town. Progress, however, was slow and the advent of the C.P.R. in 1891, which, though it stopped short at the river and did not cross to Edmonton proper until many years afterward, started a fresh wave of immigration which, with the Klondyke rush of 1898-99 brought it into considerable prominence not only through Canada but in the United States and Great Britain as well and really laid the foundation of the present modern and progressive city.

In 1905 when the Provinces of Alberta and Saskatchewan were created out of the North-West Territories, Edmonton was selected as the capital of the former and time has fully justified the wisdom of the choice.

Some Facts About Edmonton

Edmonton occupies an unique position as a public-ownership city. All the public utilities such as the street railway, light and power, telephones, water and sewer are municipally owned and managed. Hospitals, schools, parks and market, fire, police and library departments are also controlled by council, commissioners and appointed boards, with one of the finest exhibition grounds in Canada a part of the civic assets in property.

Value of buildings in the city estimated at \$50,909,000.00.

Population in 1920 conservatively placed at 68,000.

Assessment for 1920 \$79,191,550.00, in lands and improvements, with \$71,066,400 for public and \$8,535,630 for separate school supporters.



Civic Block—Edmonton's Administration Building

Total value of assets of the city approximately \$32,000,000, not including value of assets of the public and separate school boards.

Mileage in paved streets 48.7; graded streets and roads 111.5, with 50.5 miles concrete, 187 miles plank, and 2 miles cinder sidewalks.

Boulevards extend 29 miles; water mains amount to 165 miles with 11,294 users, and 803 fire hydrants. The surplus for 1919 in the waterworks department was \$48,475.17.

Sewers reach 152 miles with 9,986 connections.

EDMONTON AND DISTRICT

Electric light and power patrons number 14,348, the surplus in this utility amounting to \$118,-351.90 in 1919.

The automatic telephone system is one of the most modern on the continent. Approximately 11,900 telephones are in use, served by four offices. A new steel and cement main office building now under construction will provide another 5,000 phones. The system was capitalized at \$1,898,-509.20 January 1st, 1920, the net surplus for 1919 being \$50,000. The rates are considerably below those of other cities of similar size.

The street railway, consisting of 54.12 miles of track, was opened in 1908. The 1919 car mileage was 2,108,824 with 11,779,166 passengers carried and a revenue of \$682,713.19, a surplus over operation costs of \$194,985.95.

Edmonton has upwards of 800 acres in parks, including the exhibition grounds and the municipal golf links. In the exhibition grounds and buildings the city has a capital investment of over \$600,000. During fair week, 1919, the attendance was 111,710, and the spring show and bull sale each spring adds to the value and interest of the exhibition.

Fire fighting equipment is of the best with six stations principally manned with motor driven machines. Police organization is also of the best.

The council consists of a mayor and ten aldermen elected from the city at large, the mayor for one year and aldermen for two, the mayor and two commissioners administering the utilities as a commission board. There is also an elected board of six public school trustees, with another elected board of trustees for the separate schools.

CONTROL COMMERCE AND FINANCE OF WEST

"Being on the threshold of a territory large enough for an empire and being the gateway thereto through which all traffic must pass, Edmonton will eventually become one of the three great metropolitan cities that will virtually control the commercial and financial business of the West, east of the Rocky Mountains."—Manitoba Free Press.

An Industrial Centre

Growing up in the midst of an unexcelled farming and dairying region, situated directly in the center of the province, on the line of transcontinental traffic, and the gateway city to the mineral, agricultural and fur resources of the great north, Edmonton could not help but become an important industrial point some years ago. This measure of distinction is naturally marked with steady development.

Unlimited coal resources have also played a prominent part in encouraging the upbuilding of industrial Edmonton. Among these established industries at the present time are saw mills, lumber



One of Edmonton's Lumber Mills

yards, sash, door and joinery factories, iron works, iron foundries, boat building, clothing factories, biscuit factory, candy factories, brewery and bottling works, box factory, fur manufacturing, tanneries, flour mills, oatmeal mill, nurseries, saddle and harness makers, tents and mattress factories, packing plants, dairies, with a host of other similar enterprises.

The centering of four railway systems in the city with necessary terminal and divisional facilities and yards has meant a great deal to the industrial life of the city and province. The three great transcontinental systems of the Canadian Pacific, Grand Trunk Pacific and Canadian National all have extensive yards and terminal buildings and

EDMONTON AND DISTRICT

equipment which provide employment to hundreds of men. The G.T.P. and the C.N.R. have terminal yards and shops on the north side of the river while the C.P.R. terminal yards and shops are on the south side. In addition the Edmonton, Dunvegan and British Columbia railway, and the Alberta and Great Waterways railway have their terminals and shops in the north-western part of the city.

Lumbering has been one of the important industries of the past, there being at one time four big mills along the river flats in the city. However



In Edmonton's Wholesale District

timber reserves along the upper reaches of the Saskatchewan became cut away to an extent where log rafting was less profitable and these mills gave way to large concerns established near various timber limits. The McArthur mills at Calder are amongst the largest saw mills in the west. Other large mills are established along the Athabasca river and in various other sections of the north, the lumber being marketed in Edmonton.

Transportation Facilities

Two hundred years ago the frontier trading post of Fort Edmonton, today the capital city of Alberta, was a bustling little business center on the "transcontinental highway" of that time, a highway traversed by trappers, traders and voyageurs. By means of pack ponies and canoes these travellers reached into the north and to the Pacific coast via Edmonton from Fort Garry on the east, today known as Winnipeg.

The natural route followed by these pioneers for overland traffic is now permanently marked and perpetuated by modern railway steel. Edmonton has become the center of a veritable spider's web of railways, two transcontinental lines adding to the overland stretches of the Canadian Pacific. These two through systems are the G.T.P. and C.N.R., both linking up the Pacific coast with the east via Edmonton. The G.T.P. reaches westward 1,000 miles to Prince Rupert and the C.N.R. goes down the Fraser valley to Vancouver. Both traverse the entire mountain range to the west with its unsurpassed scenery, and both touch at Jasper Park, 200 miles west of Edmonton, and one of the beauty spots of the continent.

The Canadian Pacific extends from Edmonton to Winnipeg, and from Edmonton to Calgary, with important lateral lines leading off to the south and east, one giving almost crow-line connection between Edmonton and St. Paul, via North Portal.

Both the G.T.P. and C.N.R. have lines to the east of the C.P.R. from Edmonton to Calgary, the C.N.R. also reaching into the north with a branch to Athabasca Landing, one to shortly reach Whitecourt on the Edmonton-Grande Prairie survey, and another now connected with St. Paul des Metis to the north-east.

The Edmonton, Dunvegan and B.C. railway taps the great region to the northwest, the famous districts of Peace River, Spirit River and Grande Prairie, with over 400 miles of track. The Alberta and Great Waterways enters the hinterland in a similar manner to the northeast, the steel now connecting with Fort McMurray 290 miles from Edmonton, both of these systems being built after the outbreak of the great war.

Under present conditions twenty daily passenger trains enter and leave Edmonton every day except Sunday with another 32 passenger and mixed trains operating in and out on tri-and twice-a-week schedules. These connect directly with a number of other short lines services which in reality comprise a part of the Edmonton railway connection in this part of the province.

The C.P.R. enters from the south side over the combined steam, electric, vehicular and pedestrian traffic bridge, this "high level" being one of the largest bridges in the world. The G.T.P. crosses the river to the east also over a high level steel structure, the C.N.R. main line crossing at Fort Saskatchewan. Between the north and south sides of the river at Edmonton three other steel bridges provide inter-city passage, two of these being built entirely at the city's expense.

An Educational Centre

By reason of its selection as the university as well as capital city of the province, Edmonton possesses unusual advantages as an educational center. The University of Alberta was established in Strathcona in 1908, being brought into the greater city with amalgamation of Edmonton and Strathcona in 1912. Today a magnificent pile of buildings grace the 300 acres of land belonging to the university in the west end of Strathcona and over 1,000 students were enrolled for the 1919-20 term.



Arts Building, Alberta University

Naturally the location of the university in Edmonton brought about the establishment of a large number of independent and affiliated colleges. Working partly in conjunction with the university are the theological colleges of the Methodists and Presbyterians, Alberta and Robertson colleges, both on the south side. Another is the Westminster girls' college, while still another on the south side is the Roman Catholic St. John's college. The Jesuit college on the north side is another R.C. training institution, while Alberta College North is one of the largest business colleges in Canada. There are a number of other colleges of this character.

Edmonton's showing of schools is something to be proud of. With three high schools, three junior high schools, thirty-five public schools, one fine technical school and seven separate (R.C.) schools, the city carries on a progressive policy of education. The most of the school buildings are of recent construction and of the most modern type on the continent. The technical school has 250 day and 450 night pupils, the total 41 schools having 375 instructors and 13,400 pupils, with 41 instructors and 1,673 pupils in the separate

EDMONTON AND DISTRICT

schools. The department of education for the province also conducts a training school for teachers in the city.

Two splendid municipal hospitals testify to the city's policy in the matter of preserving the public health. The largest of the two is the Royal Alexandra on the north side, now being enlarged with a new wing costing \$250,000. The Strathcona hospital on the university grounds on the south side is another fine institution, which during the war was turned over to the military authorities as a military hospital. There are a number of other large hospitals in the city such as the General and the Misericordia belonging to the Catholic orders, and the South Hall hospital. Edmonton has the record of being normally one of the healthiest cities in the country and a progressive health policy has been adopted and followed from the first.



One of Edmonton's Public Schools

It is only fair to say that the advanced and thorough health program launched and carried on by the provincial department of health has strengthened Edmonton's position in this respect, since the government offices are located in the city.

Few cities will be able to show more churches per capita of population than can Edmonton. It is estimated that there are over eighty churches ranging from large and costly structures like First Presbyterian and McDougall Methodist to the little mission halls on the outskirts. Denominations and sects are almost as numerous, with practically every branch of modern day religious thought represented in the organizations. The cosmopolitan character of the population could be illustrated in no better way than by the nature and variety of the churches and religious bodies.

Two free public libraries with 17,000 volumes are provided by the city, managed by an appointed board.

Finance and Commerce

The banks follow the plough!

Where a great area of arable land has been steadily developing for twenty-five years without a shadow of failure as a mixed farming district, it is obvious that the market and financial center of such a district would be a business place of outstanding importance. That accounts for Edmonton.

It is over 25 years since the first bank, the Imperial Bank of Canada, followed the plough and the traders to Edmonton. It is perhaps only natural that today this same bank branch occupies a leading position in the financial sphere of the city and district with the founder of the Edmonton branch, G. R. F. Kirkpatrick, the dean of resident managers at the present time.



An Edmonton Wholesale House

Other financial institutions kept coming as the city grew until today fourteen banking concerns are represented with great and small buildings and offices, practically all the main branch offices of these organizations being established with one or more costly buildings in the heart of the city with sub-offices in other parts of town. The records of the banks show a constantly increasing turnover of business in the city, the bank clearings for 1918 being \$171,015,066.82 while the totals for 1919 reached \$233,066,784.62. Still more rapid was the increase for the first seven months of 1920, wherein the clearings amounted to \$170,942,783.51.

Well established and old line trust companies of the country have come trooping in with the banks, the number being about equal at the present time.

An expression of opinion of leading bankers and other financial men recently showed that business conditions were particularly promising.

With between seventy-five and eighty wholesale firms in business in Edmonton, besides channels for marketing grain and live stock and the extensive fur catches from the north, the financial laterals of the city through the central and northern parts of the province are of an extent to be appreciated.

Then there is the financial significance of Edmonton's being the center of provincial government and education, the pivotal point for scores of federal departmental activities, and the "field headquarters" for the land office business and the Soldier Settlement Board work.



One of Edmonton's Apartment Houses

Immense Dairy Industry

Alberta creameries and dairies produced 12,000,000 pounds of butter in 1919. Fully 72 per cent. of this "make" was north of Red Deer. Over 7,000,000 pounds were produced directly in Edmonton and the district.

This is sufficient to show that Edmonton is the real center of the dairy industry. The nature of the land and the diversified nature of the farming assures almost certain success in dairying and the creameries and dairies of Edmonton reach out for milk and cream to almost every railway station in the northern half of the province. It is worth noting also that Calgary creameries invade the north as far as possible for the supply of milk and cream.

Six creameries are established in Edmonton, four of these having buying stations at hundreds of towns and villages in the north. Not only do these firms buy milk and cream from the district surrounding each station but a huge business is transacted in poultry and eggs. In some of the most productive districts over \$1,000 a day is distributed in midsummer to the farmers who supply products to the creamery stations.

Alberta butter has won signal honors at more than one American and Canadian show during the last few years. Almost invariably the winning entry was the output of Edmonton creameries. In Winnipeg at the 1920 Dairy Convention the three highest awards were won by Alberta butter, first prize being won by an Edmonton dairy. Edmonton butter had been gaining great favor in Britain, France and Belgium, in addition to meeting with a constantly growing demand across the international boundary with main centers of application at New York, Chicago and Seattle.



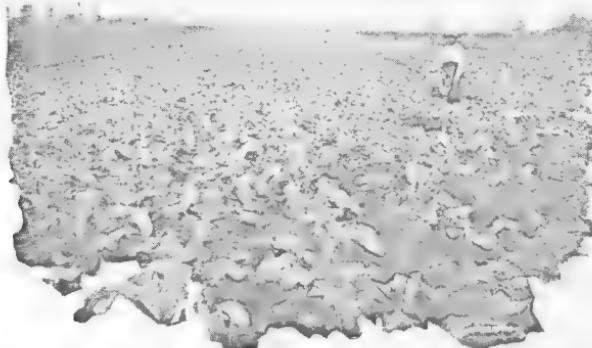
Cement Mill, Edmonton District

The city is well supplied with milk by the several dairies in operation, some of these dairies being extensive concerns at the present time and all having started on a small scale. The manufacture of ice cream in 1919 reached nearly 250,000 pounds, and cheese half a million pounds. The city and provincial health departments maintain a close system of inspection over the dairies and of dairy herds in the district as far as possible.

The dairy department of the province is recognized as one of the best and it is under an advanced policy of this department and of government assistance in distribution that the butter output and standards of Alberta have reached an enviable position in the markets of this country and Europe.

Agriculture and Live Stock

Central and Northern Alberta is essentially an area of mixed farming. Its deep black land, timber, and top dressing of luxuriant pasturage is naturally attractive to a class of settlers and home-makers of an industrious and permanent character. Edmonton as the geographical, administrative and educational center of this region, and the whole province for that matter, has been decidedly lucky in its location. Mixed farming means unbroken prosperity and development, and mainly upon the foundation of mixed farming the future growth of Edmonton depends, as it has in the past.



Market-Gardening Flourishes in the Edmonton District

Those agricultural areas directly in the Edmonton district have become famous in the last decade. Further afield the great farming and stock raising regions in the Northland have also become known almost the world over and the mecca of thousands during the last five years. Edmonton is the gateway through which all the trade and traffic of the empire of the north must and does pass. Through this gateway over 50,000 sturdy settlers have gone into the real north, and the main channel of soldier and civilian settlement in the west is moving constantly in that direction at the present time.

Edmonton's mills, elevators and extensive transportation facilities bear witness to the manner in which the city is keeping abreast of the vast marketing demands of the territory it serves. Of the 60,000,000 bushels of oats and 7,700,000 bushels of barley grown in the province in 1918

the major portion was produced in the central and northern part of Alberta, with a fair share also of the 23,700,000 bushel wheat crop. Annually too the Edmonton district exports the bulk of surplus potato stocks in the province.

As a live stock center Edmonton has shown amazing development. The records of the Edmonton stockyards, established only three full years, testify to this growth. In 1917 the yards handled 31,719 cattle, 5,149 calves, 25,643 hogs, 3,783 sheep and 380 horses. In 1919 the records were 72,221 cattle, 8,594 calves, 27,481 hogs, 21,431 sheep and 8,685 horses, with a total valuation in three years of \$13,335,421.



An Edmonton Church

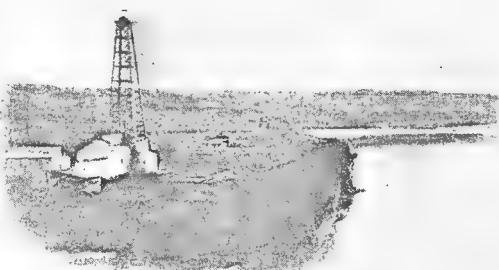
The statistics of the packing plants are even more startling. The Swift Canadian Co. of Edmonton is one of the largest packing concerns in the Dominion, with the new plant of the P. Burns Co. a good second. The third plant is that of the Gainer Co. The weekly capacity of these three plants is something like 3,500 cattle, about the same number of sheep and considerably over this figure in hogs. During the last three years the packing plants and stockyards paid out over \$45,000,000 for live stock, principally to the farmers and stockmen of central and northern Alberta.

Stock breeders of the Edmonton district have won premier awards at innumerable exhibitions in the country with pure bred cattle, swine and horses, and the results of the last three years, and the marvellous showing at the Edmonton exhibitions, indicate that the live stock business of the north is on the verge of remarkable development.

Oil Development and Prospects

Will northern Alberta provide the new oil field of the world?

This question is causing serious comment in many parts of Europe and America, as well as in the home province, with a world scarcity of oil and gasoline already in progress. For years official reports and government experts have dwelt upon the immense fields of bituminous sands and oil prospects in the regions far north

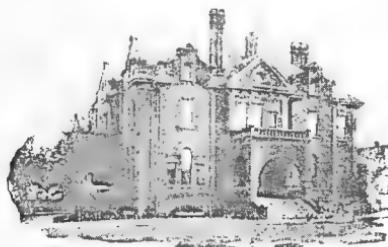


Oil Well at Peace River, North of Edmonton

of Edmonton. One geologist in his report to the Alberta government says, speaking of the tar sands along the Athabasca river towards Fort McMurray: "The extent of the bituminous sands has not yet been accurately determined but the outcrop shows that at least sixteen hundred square miles are underlain by this formation—varying in thickness from 125 to 225 feet. It is known that the tar sands are much more extensive than the outcrop would indicate. Possibly 15,000 square miles are underlain by this McMurray formation."

The year 1920 should see substantial development in oil drilling in the north, the Imperial Oil Co. having big drilling outfits in various sections of the hinterland. Several wells are being drilled at Peace River and British experts are investigating the prospects to the north and east. It is estimated that at least \$5,000,000.00 will be spent this year in exploration for oil.

The provincial government is drilling for salt at McMurray, where a field of salt is known to exist. Then there are valuable fields of building stone, of shales and pottery clays at various places in the great regions north of Edmonton. Government reports may not be of entralling interest in the main but any summary of a geological trip across the top of the province will catch the fancy of the most casual reader. Prospectors have come out of the mountains to the northwest with stories of gold and copper, while lower down the Peace River traces of potash deposits have been reported.



An Edmonton Residence

In connection with the tar sands of McMurray the test now under way in Edmonton, where a strip of pavement was constructed of this asphalt brought down by the government from the north, is being followed with keen interest by engineers and municipalities in the west. This pavement has stood for three years with excellent results.

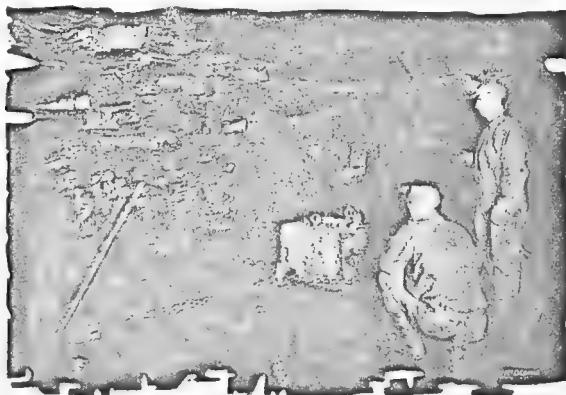
Naturally the possibility of obtaining a supply of natural gas for the city of Edmonton has been a live topic for some time. A franchise was given to a private corporation for providing such a supply and the company has a number of wells drilled at Viking, 82 miles east, where a gas field has been definitely established, but so far no action has been taken to lay a pipe line into the city.

"Coal Bin of Canada"

The province of Alberta contains 14 per cent. of all the coal reserves of the world, and about 87 per cent. of the coal deposits of Canada. In official estimates the total reserve is placed at 1,059,910,000,000 tons, which is a fairly extensive quantity of coal to have on hand in one province. Alberta has very appropriately been termed "The coal bin of Canada."

EDMONTON AND DISTRICT

The city of Edmonton sits on the very top of the bin, so to speak. When the place was a tiny village thirty years ago, coal seams were exposed at numerous places along the river bank directly below the town and these "drifts" were the source of supply for many years. The city is at present almost surrounded by big mines, with a couple of these mines in the heart of the city, the shaft at the federal penitentiary, now being closed, producing sufficient coal for the rest of the penitentiaries in the west. Edmonton is virtually underlain with immense coal beds.



Coal Mining is one of Edmonton's Rapidly Growing Industries

Within the coal producing area of which Edmonton is the center, some thirty mines are operating. In 1919 the output from the Edmonton, Clover Bar, Tofield, Namao and Cardiff collieries was about 700,000 tons, a decrease of about 50,000 tons from the peak production of 1918. The big mines of the Pembina district at Evansburg added a large quota to this total. Of domestic quality Edmonton coal supplies a great territory on the eastern prairies going as far as Winnipeg. In the foothills and mountains on the west, tapped by the Canadian National and Grand Trunk Pacific railways, a high grade steam coal is being produced at a number of large mining concerns, this output all coming through Edmonton, from which place operations are directed.

It is evident that, by reason of the immense coal reserves surrounding Edmonton, the favorable conditions under which it is produced, and the wide

EDMONTON AND DISTRICT

and growing market available on the prairies, the coal mining industry centering on the city will ultimately reach vast proportions and attract many other branches of manufacture. Of the extent of these reserves hear what the authority Dowling has to say:

"The actual total area containing available coal in the whole Edmonton formation is 25,235 square miles, which will produce 383,697 million metric tons. To this may be added a probable reserve in this formation covering 27,170 square miles, which would produce 417,261 million metric tons." This ought to be sufficient to tide over a few hard winters. It shows why Edmonton has never suffered from a fuel shortage and why high grade domestic coal has been available in unlimited quantities at from \$3 a ton, six years ago, to \$7 a ton, the "highest yet" price, paid last winter.

City of Opportunity

It has been said of the west that it is the greatest "next year" country on earth. Those who live in Alberta and realize its vast native resources and foresee what these advantages mean to the future of the province are not averse to being included in this class of optimists. For 25 years it has been practically all flow and very little ebb in the tide of immigration to this province.

Edmonton upwards of 200 years ago was celebrated amongst traders for its strategic location. Fifty years ago the pioneer settlers who travelled west in Red River carts became optimists over the great future which their vision pictured for the trading post and its vast and fertile territory. Since the railway came over a quarter of a century ago the development has been steady and substantial, broken by war and other untoward causes and conditions it is true, but withal strong and promising.

Today the capital city of the province possesses all the essentials of a leading agricultural, financial, industrial and educational center. It is not overboastful to say that Edmonton must eventually become one of the greatest cities of the continent. Possibly a half million people will pass through its portals into the great regions of the north in another ten or twelve years, and what these people produce and what they require must continue to come and go through Edmonton.

Great industries have built themselves up within ten years in the city; the largest creamery and the

EDMONTON AND DISTRICT

largest garment factory in the west and one of the largest packing plants in Canada have grown from the ground up in the last decade or less time. Northern Alberta has no crop failures and it offers the last chance to the land-hungry classes of over-crowded Europe and America. Therefore Edmonton has a right to be optimistic and somewhat boastful about it.

Agriculture and stock raising are progressing beyond all question in the north. Coal production also has been developed to a considerable extent. Now with improved transportation methods, in which the modern airplane cannot fail to play a great part, mineral, fisheries, fur, and timber resources of the mighty north must come in for an era of rapid development to the direct benefit of Edmonton, obviously. These natural opportunities and resources are practically illimitable and industry after industry is sure to rise and flourish on the results of tests and development already being launched in the northern half of the province. Pulpwood, fuel and oil are three vital necessities of the age and Edmonton serves a great region where all three are existent in vast quantities.

Nature has been exceedingly bountiful, and modern progress and invention makes it possible for Edmonton to rank first, amongst all others as the real CITY OF OPPORTUNITY.

What the Dominion Government Surveyors Say of Northern Alberta

"Gold is found in many of the bars of the Peace River."

"Indications of the presence of iron have been found on the Peace, Clearwater and Athabasca rivers."

There "are large deposits of gypsum on the Peace River"—and at Salt River.

Salt mines are reported where "almost any quantity of clean white salt may be taken."

Sulphur beds and springs exist between McMurray and Lake Athabasca.

Tar sand banks on the Athabasca are 150 feet high in places and are "so saturated that pure tar oozes out of the bank." These can be used for "roofing, paving, insulating electric wires, and lubricating oils."

"It is believed extensive deposits of petroleum exist in the country."

(From "The Unexploited West," Dept. of Int. Publication.)

For additional information regarding Edmonton, write Secretary Board of Trade. It will be furnished gladly.



